

Phillips Vineyard
1895 FM 403
Brownfield, TX 79316
tm.1895@hotmail.com



Texas House Committee on Licensing & Administrative Procedures

October 27, 2020

Dear Chairman King and Committee Members,

We would like to take this opportunity to submit comments on Charge 4: Evaluate the Texas wine industry and the current labeling requirements associated with the use of "Texas" as an appellation. As a vineyard owner, we are in FULL SUPPORT of "Texas Wine Truth in Labeling" efforts.

We are the owners, operators and caretakers of a vineyard in the Texas High Plains. After many years of farming row crops we began looking for ways to diversify our agriculture operation. Due to the growing demand for Texas wine, we felt it was an opportunity that fit perfectly with our farming practice. Also, the Texas High Plains is very well suited for the production of wine grapes. We have invested a great amount time, money and resources into this venture.

However, as we began down the viticulturist journey, we quickly learned that wine labeled "Texas" wine is NOT always 100% Texas fruit. If we are to reach our full potential in the Texas wine industry, we believe if a label states it is "Texas" wine it should in fact be 100% Texas fruit.

Consumers (and especially Texans) are proud to support Texas made products. They believe in the authenticity of these products when purchasing. We believe those labeling as "Texas" wine but using fruit, up to 25%, NOT produced in Texas is misleading the public as well as not fully supporting our own Texas agriculture industry.

Simply stating, we feel strongly if a wine is labeled as a Texas Appellation, it should be produced from 100% Texas fruit. Thank You for your time and consideration of this matter.

Sincerely,

Tony and Madonna Phillips
Phillips Vineyard